RETAIL ACTIVITIES

FIFTH SALES CYCLE

SEPTEMBER 4 -- OCTOBER 27

During the Fifth Sales Cycle, all sales force activity should be directed toward the support of the following brands:

BRAND POSITION	PERIOD 5-A SEPTEMBER 4 -- SEPTEMBER 29	PERIOD 5-B OCTOBER 2 -- OCTOBER 27
FIRST MAJOR	MARLBORO	
SECOND MAJOR	BENSON & HEDGES	PARLIAMENT
TERTIARY	MULTIFILTER	

SELLING AND MERCHANDISING IN NON-DIRECT (NON-CONTROLLED) OUTLETS:

. MARLBORO (9/4-10/27) - PRIMARY

Sell-in up to 10 cartons of Marlboro 100's, Lights, and Menthol, offering retailer 10% gratis (one pack per carton) with the purchase. Include Menthol in every presentation. Maximum gratis per outlet, 10 packs for 10 carton or more sale. You may sell less than 10 cartons where necessary, on the basis of one pack free per carton. Sell extra Marlboro Red in each call - no gratis on Marlboro Red.

. BENSON & HEDGES 100'S (9/4-9/29) - SECONDARY 5-A

Sell-in three cartons of Benson & Hedges 100's (2 Regular and 1 Menthol), offering retailer one pack free per carton. You should be able to sell more than three cartons, but the maximum gratis per outlet is 3 packs.

. PARLIAMENT (10/2-10/27) - SECONDARY 5-B

Sell-in three cartons of Parliament (1 should be 100's), offering retailer one pack free per carton. You may sell more than three cartons, but the maximum gratis per outlet is 3 packs.

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Source: https://www.industrydocuments.ucsf.edu/docs/zqyk0000

. BENSON & HEDGES MULTIFILTER (9/4-10/27) - TERTIARY

Sell-in two cartons of Benson & Hedges Multifilter, giving each retailer one box of "Executive" Multifilter matches free with each carton of Benson & Hedges Multifilter purchased. Maximum matches per outlet - two boxes. Attempt to get both Regular and Menthol in distribution on each call.

Each salesman will be shipped two cases of matches direct from the manufacturer.

. SET/SELL DISPLAYS

Prior to each call, pre-pack a Marlboro and either a Benson & Hedges 100's or Parliament Set/Sell, depending on the promotion period. Carry these into the call in addition to your filled sales bag. Get these displays up on the counter where they will support your sales efforts. Try to get both displays up, but where only one is possible, it should be Marlboro.

. GRATIS USE AND REPORTING

Maximum gratis available per non-direct outlet is 13 packs of cigarettes, plus two boxes of matches. In discussing this offer with retailers, point out the dollar value of this free-goods offer.

All cigarette gratis is to be charged at wholesale, supported by gratis receipts, and reported on your weekly expense voucher.

SELLING AND MERCHANDISING IN CONTROLLED OUTLETS:

. AVAILABILITY

Get to the store order guide in every instance. Place orders for our brands and increase base inventories. If you're having difficulty here, ask your Division Manager for help.

Bring any out-of-stock or low inventories to attention of persons responsible for cigarettes in the store. We stand to lose more smokers if out-of-stocks prevail, and you gain more contest points if you write extra orders into store order guides.

. MERCHANDISING

Fill designated package rack slots with our brands on every call. Secure extra columns and label them whenever possible, but fill our package rack slots on every call.

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Source: https://www.industrydocuments.ucsf.edu/docs/zqyk0000

From the standpoint of store inventories and orders, a carton of cigarettes is considered sold when it is removed from carton racks or back rooms. The more you put in the pack racks, the more you can get on the store's order guide.

Secure extra rows on carton racks, and pack out cartons from back rooms to fill carton racks.

. STOCK ROTATION

Insure that Multifilter cartons are rotated, to insure that "Philip Morris" Multifilter sell out first.

MERCHANDISING PROGRAM:

. NEW WIRE RACKS DISPLAYS - PLAN B

You will be advised by your Region Manager regarding new Plan B wire racks displays to be installed to replace those wire rack displays now on location. This new rack is an improved display. Our objective is to replace all existing wire racks with the new ones by October 27.

. PARLIAMENT ON/CARTON DICTIONARY OFFER

Your Division Manager will advise you regarding the chain stores and dates in which the Parliament Dictionary on/carton displays are to be erected. You have the responsibility of selling this promotion and displays to every independent in your territory under Plan A-1. Let's get these displays up during this important back-to-school period, and increase sales of Parliament.

When putting up these or other floor displays, follow this procedure:

a. Take bin and dictionaries into store with you. Have a copy of Chain Authorization with you also.

b. Select a spot for displays offering maximum customer exposure - near the carton rack.

c. Contact manager, and get the displays up, preferably in the location you have selected.

d. Use store stock or sell off car to independents. Try not to deplete carton racks.

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Source: https://www.industrydocuments.ucsf.edu/docs/zqyk0000

SALES OPENER:

. We will not furnish a prepared sales opener for this work plan. Instead, you will find enclosed an outline from which you are to develop your own. This will give you an opportunity to use your initiative and salesmanship in formulating your own sales presentation. The Promotional Rationale in this work plan and your ASK Manual should be used as a reference source when preparing your sales opener. Your Division Manager will confer with you, and assist if you need help.

SWITCH-SELLING:

. Use your daily allocation of 10 packs of 20's to gain new smokers for our products. Stress the brands which are featured during this Sales Cycle. Practice your switch-selling technique, using a strong product story, until you are proficient in each presentation. Refer to your ASK Manual and the Promotional Rationale of this work plan when developing each consumer talk.

REPORTING:

. Scanner sheets are most important. Continue your efforts toward a "zero defects" situation. Your territory number must be shown properly, or some other salesman will get credit for your work.

SALES CONTEST:

. The sales contest continues during the Fifth Cycle. Keep your efforts strong. The prizes, as well as the personal satisfaction of being a winner, are well worth the extra efforts you are putting forth.

J. P. Jeb Lee

JPJL:SW

J. P. Jeb Lee

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